

Squaddie-proof paper hits the spot

EVO Distribution is the European agent for the Memory-Map brand. With 14 employees and a turnover of £2 million they market a number of products including Toughprint paper which is suitable for laser or inkjet printers and copiers. The paper is ideal for outdoor use as it is not only waterproof but also resists crumples and tears and any spills or dirt can be wiped clean.

Their relationship with the EDGE is the result of a direct contact from General Dynamic's EDGE Business Manager, Dr Karl Phillips, who was looking for a 'squaddie-proof' paper to use with their Bowman system. Discovering EVO Distribution through an internet search, he wasted no time in contacting the company and introducing them to the EDGE.

Phillips sees this as part of their role – to look at capability gaps and

show the military “the art of the possible”. “The Guards gave a briefing and I discovered that EVO Distribution had a product that matched their needs. I ordered samples and we did some initial tests before sending it to the potential client. The feedback was fantastic and we were able to match the product to the user. This also makes Bowman a better product and means we can give something to the troops. A good result for all involved.”

For EVO Distribution Business Development Manager, Phil Lines, the contact meant fast forward into a new market. “We have engaged with General Dynamics and we presented at last year's Joint Internal Research and Development (JIRAD) capability demonstration at their Newbridge facility. We are now going through a procurement process with them and hope to be in the Bowman catalogue.”

- www.memory-map.co.uk

